

**Amendments to and Listing of the Claims:**

Please amend claims 117, 118, 121, 134, 141, 142, 145, 149, 150, 153, 165, 172, 174, 175, 178, 182, 192, 196, and 197 as follows:

1 – 116. (cancelled)

117. (currently amended) A method for presenting targeted advertisements in a telecom system, the method comprising:

forming a group for the reception of signals for the telecom system;

forming a plurality of subgroups for the group;

assigning a subgroup address to each subgroup;

receiving a program stream;

selecting one or more targeted advertisements for a first subgroup;

assigning an advertisement identifier to each of the targeted advertisements;

creating a relationship between the subgroup address and the one or more advertising identifiers; and

transmitting the program stream and the targeted advertisements selected for the first subgroup to a first set of receivers corresponding to the first subgroup, wherein the first set of receivers corresponding to the first subgroup does not receive targeted advertisements corresponding to any other subgroup.

118. (currently amended) The method of claim 117, further comprising:

selecting one or more targeted advertisements for a second subgroup; and

transmitting the program stream and the advertisements selected for the second subgroup to a second set of receivers corresponding to the second subgroup, wherein the second set of receivers corresponding to the second subgroup does not receive targeted advertisements corresponding to any other subgroup.

119. (previously presented) The method of claim 118, wherein said transmitting to the first subgroup and said transmitting to the second subgroup are performed simultaneously.

120. (previously presented) The method of claim 117, wherein the subgroups are formed by using multicast addresses.

121. (currently amended) A method for presenting targeted advertisements in a telecom system, the method comprising:

forming a group for the reception of signals for the telecom system;

forming a plurality of subgroups for the group, wherein the subgroups are formed by using multicast addresses based on Internet multicasting protocol;

receiving a program stream;

selecting one or more targeted advertisements for a first subgroup; and

transmitting the program stream and the targeted advertisements selected for the first subgroup to a first set of receivers corresponding to the first subgroup, wherein the first set of receivers corresponding to the first subgroup does not receive targeted advertisements corresponding to any other subgroup.

122. (previously presented) The method of claim 117, wherein the subgroups are based on cable nodes.

123. (previously presented) The method of claim 117, wherein the subgroups are formed by transmitting an MPEG signal over a cable television network.

124. (previously presented) The method of claim 117, wherein the subgroups are based on demographic attributes.

125. (previously presented) The method of claim 117, wherein the subgroups are based on psychographic attributes.

126. (previously presented) The method of claim 117, wherein the subgroups are based on product and brand usage attributes.

127. (previously presented) The method of claim 117, wherein said transmitting includes multiplexing the program stream and the selected target advertisements at a centralized point to create a presentation stream.

128. (previously presented) The method of claim 127, wherein said multiplexing is performed in real-time.

129. (previously presented) The method of claim 127, wherein the selected target advertisements are stored temporarily in a storage for insertion at a later time.

130. (previously presented) The method of claim 127, wherein the program stream comprises one or more empty segments and during multiplexing the selected targeted advertisements are inserted in the empty segments.

131. (previously presented) The method of claim 127, wherein the program stream comprises one or more default advertisements and during multiplexing the default advertisements are substituted with the selected targeted advertisements.

132. (previously presented) The method of claim 117, further comprising inserting the selected targeted advertisements in the program stream at a client side.

133. (previously presented) The method of claim 132, wherein the client side is provided with the insertion time and the identification of the selected target advertisements.

134. (currently amended) The method of claim 132, wherein the program stream comprises one or more empty segments and the identification of these empty segments is transmitted to the client side,

135. (previously presented) The method of claim 132, wherein the program stream comprises one or more default advertisements, and at the client side, the default advertisements are substituted with the selected targeted advertisements.

136. (previously presented) The method of claim 117, wherein n program streams are combined with m advertisement streams resulting in p presentation streams, wherein p is greater than n.

137. (previously presented) The method of claim 117, wherein the program stream is transmitted as a first digital signal and the targeted advertisements are transmitted as a second digital signal.

138. (previously presented) The method of claim 137, wherein the first digital signal is transmitted to the whole group and the second digital signal is transmitted only to a subgroup.

139. (previously presented) The method of claim 137, wherein the first digital signal is transmitted via a digital transport network over a first channel and the second digital signal is transmitted over a second channel.

140. (previously presented) The method of claim 139, wherein the first channel is a digital cable television channel and the second channel is a digital data channel in a cable television system.

141. (currently amended) A method for presenting targeted advertisements in a telecom system, the method comprising:

forming a group for the reception of signals for the telecom system;

forming a plurality of subgroups for the group;

receiving a program stream;

selecting one or more targeted advertisements for a first subgroup; and

transmitting the program stream and only the targeted advertisements selected for the first subgroup to a first set of receivers corresponding to the first subgroup, wherein the program stream is transmitted as a streaming video channel over the Internet and the targeted advertisements are transmitted as an audio channel over the Internet.

142. (currently amended) A method for presenting targeted advertisements in a telecom system, the method comprising:

forming a group for the reception of signals for the telecom system;

forming a plurality of subgroups for the group;

receiving a program stream;

selecting one or more targeted advertisements for a first subgroup; and

transmitting the program stream and the targeted advertisements selected for the first subgroup to a first set of receivers corresponding to the first subgroup as streaming video channels over the Internet, wherein the targeted advertisements transmitted to the first set of receivers corresponding to the first subgroup include only targeted advertisements corresponding to the first subgroup.

143. (previously presented) The method of claim 117, wherein the signals are cable-based video signals.

144. (previously presented) The method of claim 117, wherein the signals are broadcast-based video signals.

145. (currently amended) A method for presenting targeted advertisements in a telecom system, the method comprising:

forming a group for the reception of signals for the telecom system, wherein the signals are Internet-based streaming video signals;

forming a plurality of subgroups for the group;

receiving a program stream;

selecting one or more targeted advertisements for a first subgroup; and

transmitting the program stream and the targeted advertisements selected for the first subgroup to a first set of receivers corresponding to the first subgroup, wherein the targeted advertisements transmitted to the first set of receivers corresponding to the first subgroup include only targeted advertisements corresponding to the first subgroup.

146. (previously presented) The method of claim 117, wherein the targeted advertisements are inserted into the program stream based on the advertisement identifiers.

147. (previously presented) The method of claim 146, wherein the insertion occurs at a centralized point.

148. (previously presented) The method of claim 146, wherein the insertion occurs at a local end.

149. (currently amended) A method for presenting targeted advertisements in a telecom system, the method comprising:

forming a group for reception of signals from the telecom system;

forming a plurality of subgroups for the group;

assigning a subgroup address to each subgroup;

receiving a program stream;

selecting one or more targeted advertisements for a first subgroup;

assigning an advertisement identifier to each of the selected targeted advertisements;

creating a relationship between each subgroup address and each advertising identifiers;



multiplexing the program stream and the selected targeted advertisements at a centralized location to create a first presentation stream, wherein the targeted advertisements in the first presentation stream correspond to the first subgroup; and

transmitting the first presentation stream to a first set of receivers corresponding to the first subgroup, wherein the first set of receivers corresponding to the first subgroup does not receive targeted advertisements corresponding to any other subgroup.

150. (currently amended) The method of claim 149, further comprising:

selecting one or more targeted advertisements for a second subgroup;

multiplexing the program stream and the selected targeted advertisements for the second subgroup at a centralized location to create a second presentation stream, wherein the targeted advertisements in the second presentation stream correspond to the second subgroup; and

transmitting the second presentation stream to a second set of receivers corresponding to the second subgroup wherein the second set of receivers corresponding to the second subgroup does not receive targeted advertisements corresponding to any other subgroup.

151. (previously presented) The method of claim 149, wherein said transmitting to the first subgroup and said transmitting to the second subgroup are performed simultaneously.

152. (previously presented) The method of claim 148, wherein the subgroups are formed by using multicast addresses.

153. (currently amended) A method for presenting targeted advertisements in a telecom system, the method comprising:

forming a group for reception of signals from the telecom system;

forming a plurality of subgroups for the group, wherein the subgroups are formed by using multicast addresses based on Internet multicasting protocol;

receiving a program stream;

selecting one or more targeted advertisements for a first subgroup;

multiplexing the program stream and the selected targeted advertisements at a centralized location to create a first presentation stream, wherein the targeted advertisements in the first presentation stream correspond only to the first subgroup; and

transmitting the first presentation stream to a first set of receivers corresponding to the first subgroup, wherein the first set of receivers corresponding to the first subgroup does not receive targeted advertisements corresponding to any other subgroup.

154. (previously presented) The method of claim 149, wherein the subgroups are based on cable nodes.

155. (previously presented) The method of claim 149, wherein the subgroups are formed by transmitting an MPEG signal over a cable television network.

156. (previously presented) The method of claim 149, wherein the subgroups are based on demographic attributes.

157. (previously presented) The method of claim 149, wherein the subgroups are based on psychographic attributes.

158. (previously presented) The method of claim 149, wherein the subgroups are based on product and brand usage attributes.

159. (previously presented) The method of claim 149, wherein said multiplexing is performed in real-time.

160. (previously presented) The method of claim 149, wherein the selected target advertisements are stored temporarily in storage for insertion at a later time.

161. (previously presented) The method of claim 149, wherein the program stream comprises one or more empty segments and during said multiplexing the selected targeted advertisements are inserted in the empty segments.

162. (previously presented) The method of claim 149, wherein the program stream comprises one or more default advertisements and during said multiplexing the default advertisements are substituted with the selected targeted advertisements.

163. (previously presented) The method of claim 149, wherein  $n$  program streams are combined with  $m$  advertisement streams resulting in  $p$  presentation streams, wherein  $p$  is greater than  $n$ .

164. (previously presented) The method of claim 149, wherein the selected targeted advertisements are inserted into the program stream based on the advertisement identifiers.

165. (currently amended) In a telecommunications network a method for presenting targeted advertisements in conjunction with program content, the method comprising:

identifying a group of clients for reception of at least one program;

forming a plurality of client subgroups from the group of clients, wherein the plurality of client subgroups contains at least a first subgroup and a second subgroup which are formed based on Internet multicasting protocols;

selecting a first targeted advertisement for the first subgroup;

selecting a second targeted advertisement for the second subgroup;

transmitting the first targeted advertisement to a first set of receivers corresponding to clients of the first subgroup, wherein the first set of receivers corresponding to the first subgroup does not receive targeted advertisements corresponding to any other subgroup;

transmitting the second targeted advertisement to the a second set of receivers corresponding to clients of the second subgroup, wherein the second set of receivers

corresponding to the second subgroup does not receive targeted advertisements corresponding to any other subgroup;

presenting to the clients of the first subgroup the first targeted advertisement in conjunction with the program; and

presenting to the clients of the second subgroup the second targeted advertisement in conjunction with the program.

166. (previously presented) The method of claim 165, wherein the transmission of the targeted advertisements to the first subgroup is a first multicast transmission and transmission of the targeted advertisements to the second subgroup is a second multicast transmission.

167. (previously presented) The method of claim 165, wherein only those advertisements targeted for the first subgroup are transmitted to and received by the first subgroup and only those advertisements targeted for the second subgroup are transmitted to and received by the second subgroup.

168. (previously presented) The method of claim 165, wherein the presentation of the targeted advertisements occurs before the program, at the beginning of the program, after the program, at the end of the program, or during the program.

169. (previously presented) The method of claim 165, wherein the targeted advertisement presented to the first subgroup and the targeted advertisement presented to

the second subgroup are presented to the client members of the respective subgroups at or about the same time within the program sequence.

170. (previously presented) The method of claim 165, wherein each subgroup represents a target market.

171. (previously presented) The method of claim 165, wherein the subgroups are formed based on at least one attribute from a set of attributes consisting of: geographic, demographic, psychographic, and preference attributes.

172. (currently amended) In a telecommunications network a method for presenting targeted advertisements in conjunction with program content, the method comprising:

identifying a group of clients for reception of at least one program;

forming at least a first subgroup and a second subgroup from the group of clients, wherein the subgroups are formed based on at least one attribute from a set of attributes consisting of geographic, demographic, psychographic, and preference attributes that are deduced from a subscriber's IP address;

selecting a first targeted advertisement for the first subgroup;

selecting a second targeted advertisement for the second subgroup;

transmitting the first targeted advertisement to a first set of receivers corresponding to clients of the first subgroup, wherein the first set of receivers corresponding to the first subgroup receives targeted advertisements corresponding only to the first subgroup;

transmitting the second targeted advertisement to a second set of receivers corresponding to the clients of the second subgroup, wherein the second set of receivers corresponding to the second subgroup receives targeted advertisements corresponding only to the second subgroup;

presenting to the clients of the first subgroup the first targeted advertisement in conjunction with the program; and

presenting to the clients of the second subgroup the second targeted advertisement in conjunction with the program.

173. (previously presented) The method of claim 165, wherein the plurality of targeted advertisements are delivered from a plurality of advertisement servers.

174. (currently amended) A method for delivering targeted advertisements within an Internet radio station, the method comprising:

forming a group of subscribers requesting said Internet radio station;

forming a plurality of subgroups of said group of subscribers;

selecting a first targeted advertisement for a first subgroup and selecting a second targeted advertisement for a second subgroup; and

transmitting to the first subgroup, the targeted advertisement selected for the first subgroup, wherein a first set of receivers corresponding to the first subgroup does not receive targeted advertisements corresponding to any other subgroup, and transmitting to the second subgroup, the targeted advertisement selected for the second subgroup, wherein a second set of receivers corresponding to the second subgroup does not receive targeted advertisements corresponding to any other subgroup, such that the targeted

advertisement selected for the first subgroup is presented to the first subgroup in conjunction with said Internet radio station and the targeted advertisement selected for the second subgroup is presented to the second subgroup in conjunction with said Internet radio station.

175. (currently amended) A method of delivering targeted advertisements in conjunction with a program stream, the method comprising:

transmitting a first targeted advertisement to a first subgroup of client receivers using an Internet multicast protocol, wherein each of the first subgroup receivers belong to a first multicast subgroup, and the first subgroup receivers ~~does-do~~ not receive targeted advertisements corresponding to any other subgroup; and

transmitting a second targeted advertisement to a second subgroup of client receivers using an Internet multicast protocol, wherein each of the second subgroup receivers belong to a second multicast subgroup, and the second subgroup receivers ~~does~~ do not receive targeted advertisements corresponding to any other subgroup.

176. (previously presented) The method of claim 175, wherein an intermediary receives the program stream, inserts targeted advertisements destined for a subgroup multicast, and multicasts the new presentation stream to the subscribers in that multicast subgroup.

177. (previously presented) The method of claim 175, wherein the targeted advertisements are requested or received from a plurality of different targeted advertisement servers.



178. (currently amended) A method of delivering targeted advertisements in conjunction with a program stream, the method comprising:

transmitting a first targeted advertisement to a first subgroup of client receivers using a multicast protocol, wherein each of the first subgroup receivers belong to a first multicast subgroup, and the first subgroup of client receivers receives targeted advertisements corresponding only to the first subgroup; and

transmitting a second targeted advertisement to a second subgroup of client receivers using a multicast protocol, wherein each of the second subgroup receivers belong to a second multicast subgroup, and the second subgroup of client receivers receives targeted advertisements corresponding only to the second subgroup;

wherein the program stream, the targeted advertisements, or both are delivered over a DOCSIS channel.

179. (previously presented) The method of claim 175, further includes inserting the targeted advertisements in the program stream at a client side.

180. (previously presented) The method of claim 179, wherein the targeted advertisements are inserted into the program stream before the program is decoded.

181. (previously presented) The method of claim 179, wherein the client side is provided with the insertion time and the identification of the targeted advertisements.

182. (currently amended) In a telecommunications network, a method for presenting targeted advertisements in conjunction with requested content material, the method comprising:

identifying a group for reception of at least one signal containing requested content material;

forming at least a first subgroup and a second subgroup, wherein members of the first subgroup share a first common IP multicast address and members of the second subgroup share a second common IP multicast address;

creating a first set of targeted advertisements for the first subgroup;

creating a second set of targeted advertisements for the second subgroup;

combining the signal containing the requested content material and the first set of targeted advertisements to form a first presentation stream, wherein the first presentation stream contains advertisements only included in the first set of targeted advertisements;

combining the signal containing the requested content material and the second set of targeted advertisements to create a second presentation stream wherein the second presentation stream contains advertisements only included in the second set of targeted advertisements;

transmitting the first presentation stream to a first set of receivers corresponding to the first subgroup, wherein the first set of receivers corresponding to the first subgroup does not receive targeted advertisements corresponding to any other subgroup; and

transmitting the second presentation stream a second set of receivers corresponding to the second subgroup, wherein the second set of receivers corresponding to the second subgroup does not receive targeted advertisements corresponding to any other subgroup.

183. (previously presented) The method of claim 182, wherein the transmission of the first stream to the first subgroup is a first multicast transmission and the transmission of the second stream to the second subgroup is a second multicast transmission.

184. (previously presented) The method of claim 182, wherein the said second presentation stream is neither transmitted to nor received by the first subgroup and said first presentation stream is neither transmitted to nor received by the second subgroup.

185. (previously presented) The method of claim 182, wherein said transmitting to the first subgroup and said transmitting to the second subgroup are performed at about the same time.

186. (previously presented) The method of claim 182, wherein said combining occurs at a common central location.

187. (previously presented) The method of claim 182, wherein said combining occurs at separate locations.

188. (previously presented) The method of claim 182, wherein said combining includes combining the targeted advertisements such that the temporal occurrence or sequence of the targeted advertisements with respect to the content material is one from a group consisting of: before the content material, after the content material, or during and within the content material.

189. (previously presented) The method of claim 188, wherein the first set of targeted advertisements and the second set of targeted advertisements are combined with the content material at or about the same location within the content material sequence.

190. (previously presented) The method of claim 182, wherein each subgroup represents a target market.

191. (previously presented) The method of claim 182, wherein the subgroups are formed based on at least one attribute from a set of attributes consisting of: geographic, demographic, psychographic, and preference attributes.

192. (currently amended) In a telecommunications network, a method for presenting targeted advertisements in conjunction with requested content material, the method comprising:

identifying a group for reception of at least one signal containing requested content material;

forming at least a first subgroup and a second subgroup, wherein the subgroups are formed based on at least one attribute from a set of attributes consisting of geographic, demographic, psychographic, and preference attributes deduced from a subscriber's IP address;

creating a first set of targeted advertisements for the first subgroup;

creating a second set of targeted advertisements for the second subgroup;

combining the signal containing the requested content material and the first set of targeted advertisements to form a first presentation stream;

combining the signal containing the requested content material and the second set of targeted advertisements to create a second presentation stream;

transmitting the first presentation stream to a first set of receivers corresponding to the first subgroup, wherein the first set of receivers corresponding to the first subgroup does not receive targeted advertisements corresponding to any other subgroup; and

transmitting the second presentation stream to a second set of receivers corresponding to the second subgroup, wherein the second set of receivers corresponding to the second subgroup does not receive targeted advertisements corresponding to any other subgroup.

193. (previously presented) The method of claim 182, wherein the content material comprises one or more default advertisements and during said combining the default advertisements are substituted with the targeted advertisements.

194. (previously presented) The method of claim 182, wherein the plurality of selected targeted advertisements are delivered from a plurality of advertisement servers.

195. (previously presented) The method of claim 182, wherein the subgroups are disjoint and contain no members in common.

196. (currently amended) In a telecommunications network, a method for presenting targeted advertisements in conjunction with requested content material, the method comprising:

identifying a group for reception of at least one signal containing requested content material, wherein the signal containing content material is an Internet radio station;

forming at least a first subgroup and a second subgroup;

creating a first set of targeted advertisements for the first subgroup;

creating a second set of targeted advertisements for the second subgroup;

combining the signal containing the requested content material and the first set of targeted advertisements to form a first presentation stream, wherein the first presentation stream includes targeted advertisements only from the first set of targeted advertisements;

combining the signal containing the requested content material and the second set of targeted advertisements to create a second presentation stream wherein the second presentation stream includes targeted advertisements only from the second set of targeted advertisements;

transmitting the first presentation stream to a first set of receivers corresponding to the first subgroup, wherein the first set of receivers corresponding to the first subgroup receive targeted advertisements only corresponding to the first subgroup; and

transmitting the second presentation stream to a second set of receivers corresponding to the second subgroup, wherein the second set of receivers corresponding to the second subgroup receive targeted advertisements only corresponding to the second subgroup.

197. (currently amended) A method for presenting targeted advertisements in a telecommunications system, the method comprising:

forming a first presentation stream with advertisements targeted to a first subgroup;

forming a second presentation stream with advertisements targeted to a second subgroup, wherein the subgroups are formed using Internet multicasting protocol;

multicasting the first presentation stream to a first set of receivers corresponding to the first subgroup, wherein the first set of receivers corresponding to the first subgroup does not receive targeted advertisements corresponding to any other subgroup; and

multicasting the second presentation stream to a second set of receivers corresponding to the second subgroup, wherein the second set of receivers corresponding to the second subgroup does not receive targeted advertisements corresponding to any other subgroup.

198. (previously presented) The method of claim 197, wherein the subgroups comprise one or more media servers.

199. (previously presented) The method of claim 197, wherein the subgroups comprise one or more media players.